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## **STAFF COMMENTS FOR PLANNING COMMISSION**

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**MEETING DATE:** April 19, 2006

**SITE PLAN:** **AFP-05-045**

**TITLE:** **Lakefront at Washingtonian  
Office Building**

**REQUEST:** **AMENDMENT TO FINAL PLAN APPROVAL**  
Sign package

**ADDRESS:** 9841 Washingtonian Boulevard

**ZONE:** MXD (Mixed Use Development)

**APPLICANT/REPRESENTATIVE/ATTORNEY/DEVELOPER:** (as  
applicable)

Applicant: Sterico Signs – Ernie Galyen  
Architect: DNC Architects – Alan Mount  
Property Owner: Fountain Square Properties – Timothy McShea

**STAFF PERSON:** Jacqueline Marsh, Planner

**Enclosures:**

Staff Comments  
Exhibit 1: Application  
Exhibit 2: Location map  
Exhibit 3: Front and rear elevations of office building with proposed example signage  
Exhibit 4: Office building proposed sign guidelines  
Exhibit 5: Approved office building elevations

## **STAFF COMMENTS**

The Planning Commission approved the subject office building (SP-04-0009) on November 3, 2004, with a condition stating that future signage for the building be consistent with the existing architecture and signage of the Washingtonian Development. At the time of final site plan approval, there were no specific details or locations for signage on the elevations of the office building. This resulted in the applicant submitting an Amendment to Final Site Plan application for Planning Commission approval.

The office building, currently under construction, is located adjacent to and north of Washingtonian Boulevard and adjacent to and south of the existing Washingtonian SWM Pond and south of Interstate 270. The building has five stories with two-tiered parapets at the top. It has a total of 87,815-square feet of office use and has 18,080-square feet of retail at its street level.

The applicant is proposing to have designated areas for signage on both the north and south sides of the building. On the south elevation, which faces Washingtonian Boulevard, there will be five individual locations for office tenant signage. Each lower tenant sign cannot exceed 60 square feet and will have front lit channel letters. The primary tenant identification sign at the top of the office building will be lit in the same manner and the maximum square footage is 100 feet.

The north elevation facing the lake will have street level retail on the ground level, which sits opposite of the Waterfront restaurants Red Rock Canyon Grill, Potbelly's, and California Pizza Kitchen. Boardwalk Place runs between the office building and the restaurants. The first floor signage for commercial tenants will mimic that of the approved main street design seen elsewhere in the Washingtonian development. This elevation will also have a primary tenant identification sign at the top of the building.

Staff finds AFP-05-045 in conformance with §24-170, 172, and 212 of the City's Zoning Ordinance, and recommends approval.

## AMENDMENT TO FINAL PLAN APPLICATION

Application #	<u>AFP-05-045</u>
Date Filed	<u>11-8-05</u>
Total Fee	<u>\$500.00 - pd.</u>

In accordance  
with Section 24, Article V of the City Code

**1. SUBJECT PROPERTY**

Project Name Backfront at Washingtonian / Washingtonian Center  
 Street Address 9841 Washingtonian Boulevard  
 Zone \_\_\_\_\_ Historic area designation ☐ Yes ☒ No  
 Lot P Block C Subdivision RPO  
 Tax Identification Number (MUST BE FILLED IN) \_\_\_\_\_

**2. APPLICANT**

Name Sterico Signs  
 Street Address 16159 Shady Grove RD Suite No. \_\_\_\_\_  
 City Gaithersburg State MD Zip Code 20877  
 Daytime Telephone 301-948-8088

**3. ARCHITECT/ENGINEER/DEVELOPER**

Architect's Name DHC Architects, Inc  
 Architect's Maryland Registration Number \_\_\_\_\_ Telephone 301-840-1100  
 Street Address 1370 Piccard Dr Suite Number \_\_\_\_\_  
 City Rockville State MD Zip Code 20850

Engineer's Name Rogers Consulting  
 Engineer's Maryland Registration Number \_\_\_\_\_ Telephone 301-948-4700  
 Street Address 9260 Gaither Road Suite Number \_\_\_\_\_  
 City Gaithersburg State MD Zip Code 20877

Developer's Name Realty Capital Partners Telephone 703-748-7121  
 Street Address 7600 Colshire Drive Suite Number 150  
 City McLean State VA Zip Code 22102  
 Contact Person Milton Hiza Telephone 703-748-7121

**4. PROPERTY OWNER**

Name Fountain Square Properties  
 Street Address 11921 Freedom Drive Suite No. 95  
 City Reston State VA Zip Code 20190  
 Daytime Telephone 703-796-0900

**5. CITY PROJECT NUMBER**

Original Site Plan Number SP-02-0005 Date Approved 02-05-2003  
 Name of previously approved Final Plan \_\_\_\_\_

AFP-05-045  
 Exhibit #  
 4-19-06

**6. WORK DESCRIPTION**

Please state clearly changes requested from final approved plan.

Site currently has a sign plan for retail, amendment to  
allow additional signage for offices.

**7. PROJECT DETAIL INFORMATION****a. POPULATION CHANGES (if any)**

Changes in population estimated due to amendment.

Employee estimate: Total number

Total number per shift

Resident estimate: Total number

Total number per dwelling unit

**b. PLEASE SUPPLY THE FOLLOWING INFORMATION**

DEVELOPMENT INFORMATION		REQUIRED	PROVIDED
1. Site (square feet)			
2. Site Area (acres)			
3. Total Number of Dwelling Units/Lots			
4. Height of Tallest Building			
5. Green Area (square feet)			
6. Number of Dwelling Units/Acre			
7. Lot Coverage (Percent)			
8. Green Area (Percent)			
9. Residential			
a. Single Family Detached	# Units		
b. Single Family Attached	# Units		
c. Multi-Family Condo	# Units		
d. Multi-Family Apartment	# Units		
e. Other			
10. Retail/Commercial	Sq. Ft.		
11. Restaurant Class: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	Sq. Ft.		
12. Office/Professional	Sq. Ft.		
13. Warehouse/Storage	Sq. Ft.		
14. Parking			
15. Shared Parking/Waiver			
16. Other			
17. Total			

**SUBMISSION REQUIREMENTS**

1. Set of plans per the respective checklist. Plans must be folded to 8 1/2 x 11."
2. Completion of the table above.

I have read and complied with the submission requirements and affirm that all statements contained herein are true and correct.

Applicant's Name (please print) Ernest Galyen

Applicant's Signature

Ernest Galyen

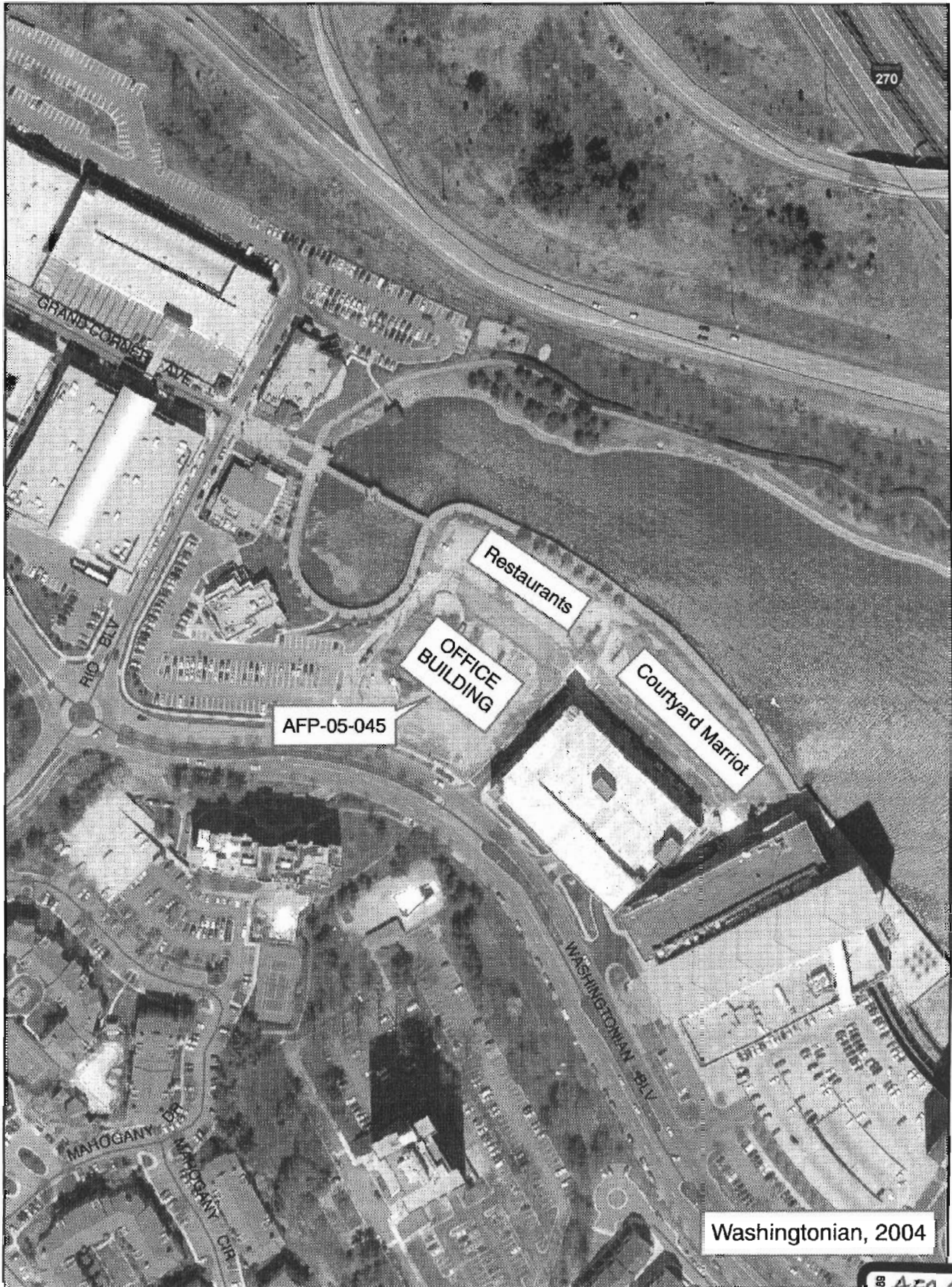
Date

4-6-06  
10-18-05

Daytime Telephone

301-948-8058

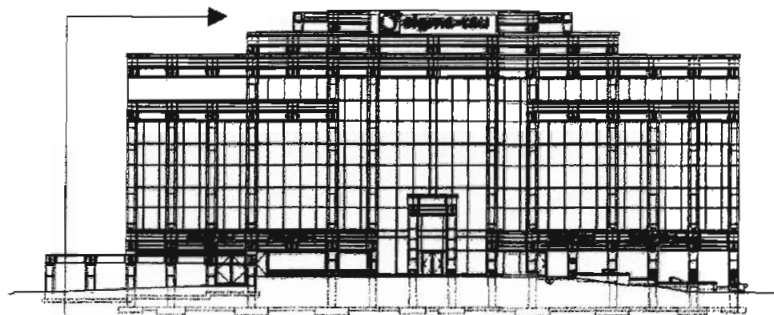
AFP-05-045 Office Building at Lakefront Washingtonian  
Sign Package



AFP-05-045  
Exhibit #2  
4-19-06  
PENCAD 800-631-8888

# Designed exclusively for: McShea

Washingtonian Lakefront  
Front Elevation

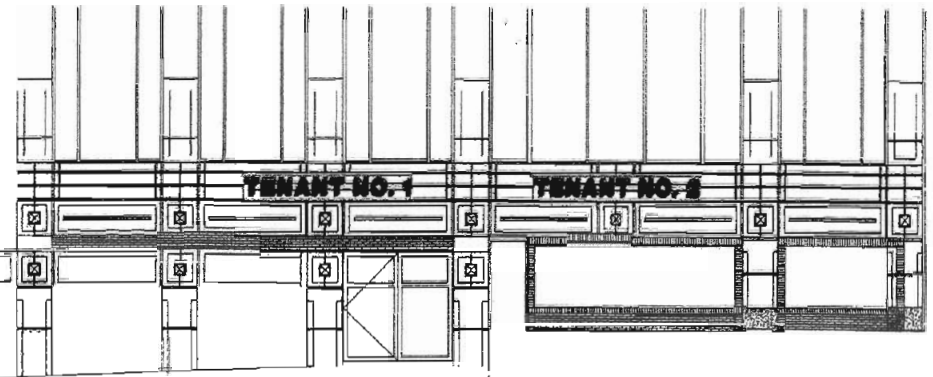


(4) Secondary Tenants

Upper Signage - Max Size is 100 sq/ft  
48" x 300" allowed sign space

300 in

48 in



240 in

36 in

## TENANT NO. 1

Lower Signage - Max Size is 60 sq/ft  
36" x 240" allowed sign space



Sign Details

January 2006

McShea\_Lakefrnt\_front\_0306.fas



301-948-8088

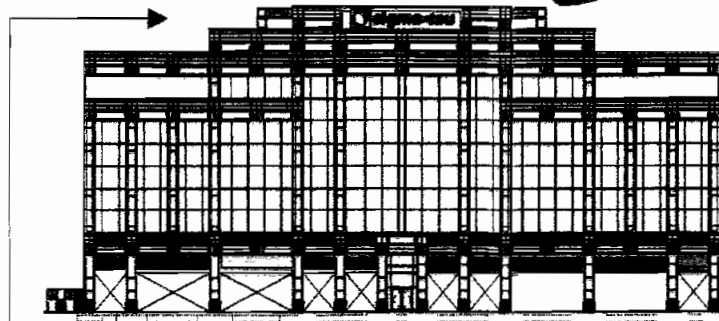
Sterico Signs 16159 Shady Grove Road Gaithersburg,

AFP-05-045  
Exhibit #3  
4.19.06

PENGAD 800-631-6989

***Designed exclusively for: McShea***

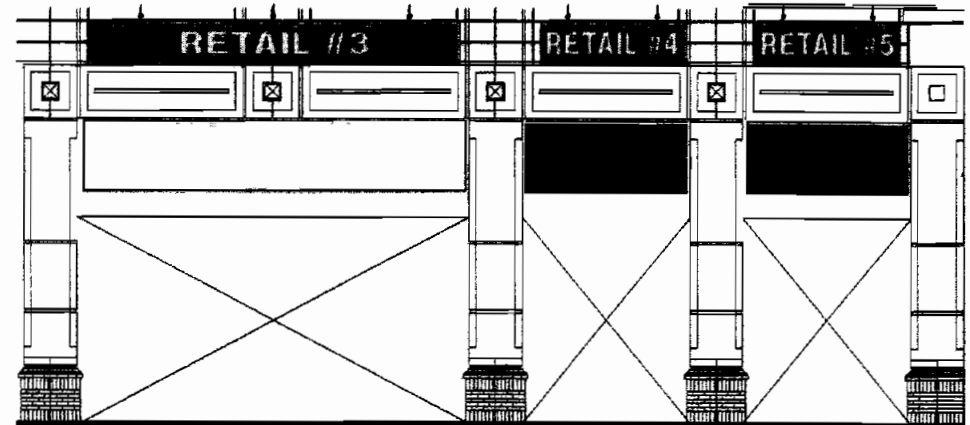
Washingtonian Lakefront  
Rear Elevation



Retail Store Fronts

Upper Signage - Max Size is 100 sq/ft  
48" x 300" allowed sign space

300 in



301-948-8088

**Sign Details**

**January 2006**

McShea\_Lakefrnt\_rear\_0306.fs

**Sterico Signs 16159 Shady Grove Road Gaithersburg, MD 20877**

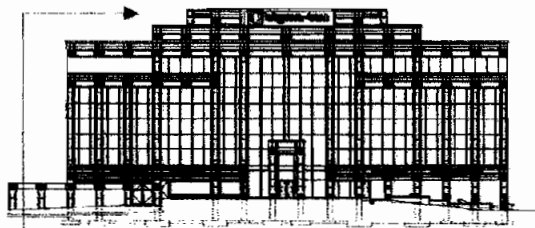
# *Lakefront At Washingtonian* *9841 Washingtonian Boulevard*

## **Comprehensive Signage Guidelines Office Space Segment**

### **Top Washingtonian Blvd Elevation**

Primary identification sign fabrication of front lit channel letters direct mounted to structure and installed at the top center of the building. Up to 100 square foot of signage permitted. 4' X 25' Available space. Option reserved for taller more narrow sign within 100 square foot if the tenants logo will aesthetically fit horizontal Vs. vertical.

Tenant may provide logo, typography and colors.



Upper Signage - Max Size is 100 sq/ft  
48" x 300" allowed sign space

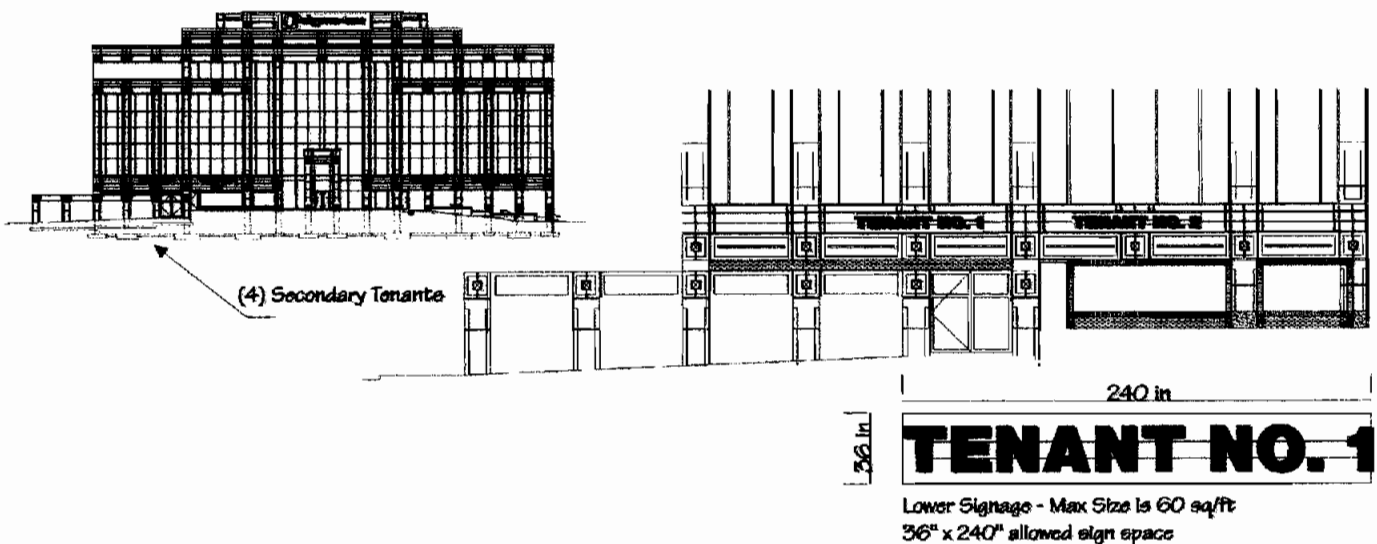
300 in



## **Lower Washingtonian Blvd Elevation**

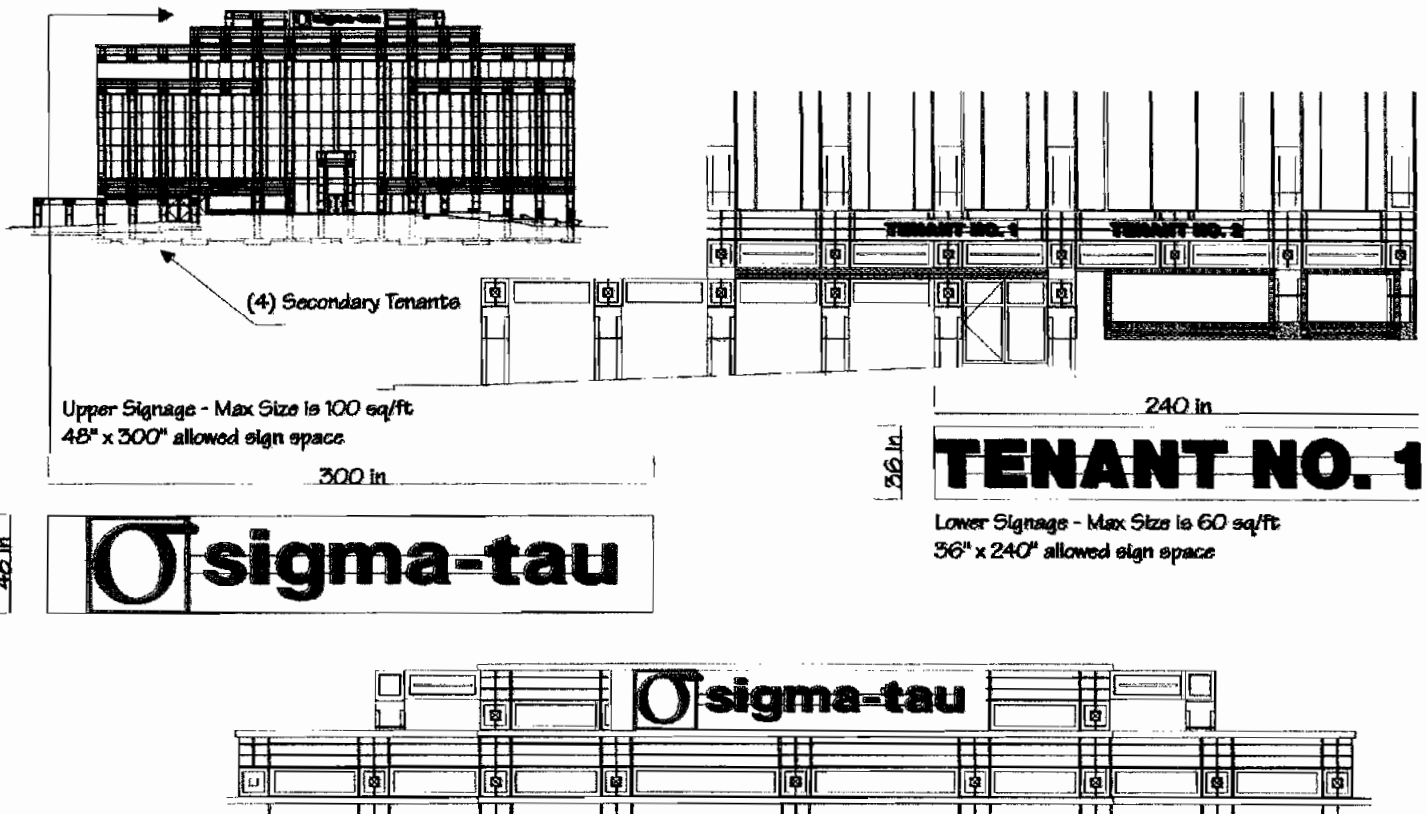
Four Secondary identification signs. Fabrication of front lit channel letters mounted to structure and installed at the 2<sup>nd</sup> level building tier. Two to the left and two to the right of the main entrance. Up to 60 square foot of signage permitted per sign. 3' x 20' Available per sign space.

Tenant may provide logo, typography and colors.



## Washingtonian Blvd Elevation

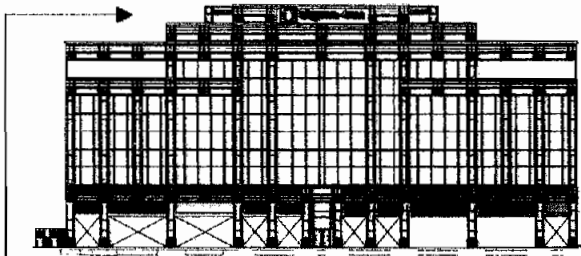
### Upper and Lower Signage elevation



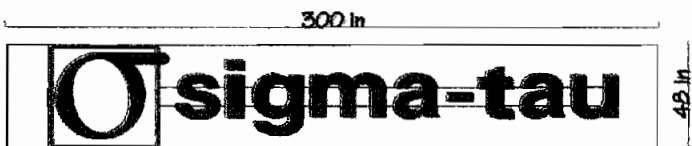
## **Top Lakefront Elevation**

Primary identification sign fabrication of front lit channel letters direct mounted to structure and installed at the top center of the building. Up to 100 square foot of signage permitted. 4' X 25' Available space. Option reserved for taller more narrow sign within 100 square foot if the tenants logo will aesthetically fit horizontal Vs. vertical.

Tenant may provide logo, typography and colors.



Upper Signage - Max Size is 100 sq/ft  
48" x 300" allowed sign space

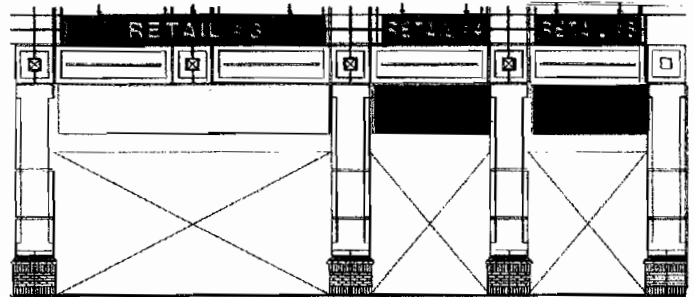
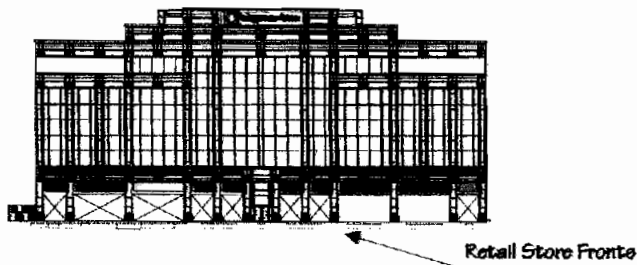


## **Retail Lakefront Elevation**

Retail Primary identification per the approved retail sign package. Painted aluminum or wood (redwood, tidewater red cypress, or red cedar) with raised frame and dimensional letters.

Tenant may provide logo, typography and colors: light-colored lettering with a dark background is preferred.

Refer to plan approved by the City of Gaithersburg June 23, 1998 for details.



## Lakefront Elevation

### Upper and Lower Signage elevation

